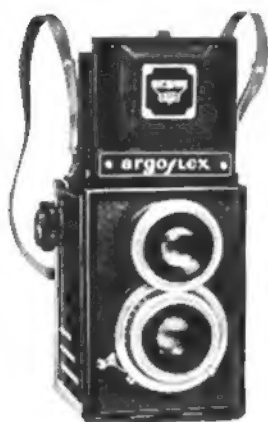




Here's your key to every Gift Problem!



How about giving Mom's "better picture" out-put a big boost? Remember how long she has taken snap shots with her old camera? Cameras have improved a lot...so to see what she really can do, give her an

argoflex® TWIN-LENS CAMERA

Here's today's simplest to operate camera—the one that corrects tilting, avoids cropping and gives sharp, clear focus—because it shows you the picture before you take it. Uses color or black and white film. Price, including coated lens.

*Reg. U. S. Pat. Off.

\$52⁴⁰

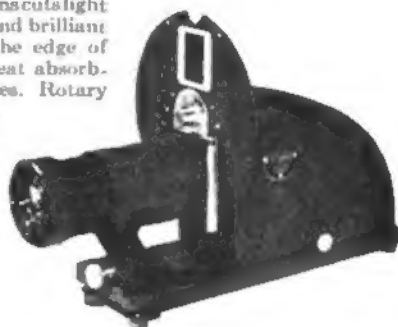
(Plus excise tax)



He's a shark for color, Uncle Ted. Has a library of 35 mm. color slides of fishing trips and cruises. To show his pictures off at their absolute best, give him an

ARGUS PROJECTOR

Coated f3.5 projection lens cuts light reflection and gives full and brilliant illumination, right to the edge of the image. Tempered heat absorbing glass protects slides. Rotary slide carrier makes operation easy, and pictures always right side up. Has handy cam-ejector for automatic slide release. Price, including rotary slide carrier,



\$27⁷⁵

Ever see a better outdoors man than Pop? Likes to sail, shoot, fish and hike. There's one gift that just can't miss with the outdoors man. It's the

ARGUS SCOPE



This full 20-power scope has a coated lens to insure a sharp, clear image even in poor light. Pop can use shooting goggles or glasses and still get a comfortable look into the eyepiece. And the Argus Scope is light and easy to pack. It only weighs 2 pounds. Price, Scope alone,

\$74⁵⁰

Back in his Scout days, Junior was always winning prizes with his pictures. If you want to see him hit new highs with portraits, scenes, and sports shots, give him a

MODEL C-3 ARGUS



That split-field range finder really makes perfect focusing easy. Add the clear definition he will get with the f3.5 coated lens, and Junior will be adding new laurels to his photo honors. He'll like this built-in quick detachable synchronized flash, too. This gives him an indoor and outdoor camera in one package. Price, including lens coating,

\$53⁰⁰

(Plus excise tax)

See your Camera Dealer within the next 48 hours!

You know what that one word Argus means on a camera or optical instrument. And you know how eagerly all Argus products are snapped up by gift hunters who really appreciate quality and precision craftsmanship. So take our advice: Go to your camera dealer immediately and choose your Argus gifts while he still has them. And just one second more...Merry Christmas!

argus

ANN ARBOR, MICH.



Sis has a couple of more years at college. She needs pictures for that scrap book of hers—college shows, parties, lab scenes, campus shots. Give her exciting extra thrills with a

MODEL A-2 ARGUS

With the color-corrected f4.5 anastigmat lens, fluoride coated, Sis can take color shots or black and white, and be sure of top-flight pictures. Built-in exposure meter. Handy, compact molded case that fits in desk or handbag. Only 5 x 2 1/4 x 1 1/4 inches. Price, including lens coating,



\$21⁹⁵

(Plus excise tax)

FINE CAMERAS AND PRECISION OPTICAL INSTRUMENTS